



2018 - 2019 SPONSORSHIP AND BRANDING PROSPECTUS

When your brand and message connect with CPAs, you are developing relationships with trusted business advisors in all sectors of our economy: *Fortune* 500 businesses, small and mid-size businesses, health care organizations, education institutions, government offices, and not-for-profit organizations. With over 28,000 members, the Texas Society of CPAs (TSCPA) is the second-largest accounting association in the U.S. Our members are partners, presidents, CEOs, executives, department managers, sole proprietors and business professionals – decision makers who purchase or approve an array of products and services.

2018/19 ANNUAL PARTNERS PROGRAM TSCPA

TSCPA's Annual Partner Levels of Recognition, according to minimum annual investment across all areas are:

\$50,000 – TSCPA 2020 PARTNER

\$35,000 – STRATEGIC PARTNER

\$20,000 – FEATURED PARTNER

In addition to the benefits received via purchased advertisements, sponsorships and CPE events outlined below, TSCPA annual partners receive:

- ✓ Exclusive seminars and focus group opportunities
- ✓ Company recognition and logo on TSCPA website and newsletters
- ✓ Unique recognition in *Today's CPA* magazine
- ✓ Partner announcement in *Viewpoint* newsletter
- ✓ Distinctive signage recognition at Annual Meeting of Members and during the Midyear Board of Directors and Members Meeting
- ✓ Complimentary registrations at Annual Meeting

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CONTACT INFORMATION

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2018 ANNUAL MEETING OF MEMBERS - June 28-30, 2018

Title Sponsor

\$10,000

- Attend joint (incoming and outgoing members) Executive Board dinner
 - Attend Board chairman's dinner
 - Verbal recognition at all meeting sessions and events
 - Company logo on all Annual Meeting promotional materials
 - Company logo/banner displayed throughout the event
 - Company logo and link displayed on TSCPA landing page for one full year
 - Company logo on 2018 TSCPA Annual Meeting registration page
 - Title sponsorship recognition in *Today's CPA* magazine and *Viewpoint* newsletter
 - One exhibit booth (if technology company)
 - Four individual event registrations (for TSCPA member clients or prospects)
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Awards Luncheon Sponsor

\$7,500

- Verbal recognition during the luncheon
- Permission to place promotional materials in the luncheon area (table provided)
- Company logo on meeting promotions
- Company logo on event signage
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- Company logo and link on 2018 website
- One exhibit table (technology only)
- Two individual event registrations (for TSCPA member clients or prospects)

"Chapter Challenge" Golf Sponsor

\$3,500

Exclusive host for chapter golf tournament

- Participate in the golf event
- Company logo on signage at golf event
- Company logo on event signage
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- One exhibit table (technology only)
- One individual event registration (for TSCPA member client or prospect)

Wellness Station Sponsor

\$3,000

Sponsor provides wellness service

- Key location at the event
- Company logo on event signage
- Company logo on wellness station area
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter

Executive Board Dinner Sponsor

\$2,500

- Attend joint (incoming and outgoing members) Executive Board dinner
- Company logo on event signage
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- One individual event registration (for TSCPA member client or prospect)

Reception Sponsor

\$2,500

- Company logo on event signage
- Company logo on drink tickets
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- One individual event registration (for TSCPA member client or prospect)

Conference Bags

\$2,000

Sponsor provides attendee bag w/company logo

- Company logo on event signage
- Company materials placed inside bag
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter

Badge/Lanyard

\$2,000

Sponsor provides badge/lanyard w/company logo

- Company logo on event signage
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter

Technology Exhibit Table

\$ 500

Exclusive opportunity to be one of up to 10 exhibitors in our technology exhibit hall

- One 6' skirted table

- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter

LEADERSHIP DEVELOPMENT INSTITUTE – June 27-28, 2018

Title Sponsor **\$5,000**

Institute created for CPA firms' emerging leaders and managers

- Branding of Leadership Development Institute (LDI) as “brought to you by”
- Signage recognition at the Institute
- Signage recognition during Annual Meeting
- Company logo and link on electronic promotions
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter

2018 MIDYEAR BOARD OF DIRECTORS AND MEMBERS MEETING – January 2019

Title Sponsor **\$7,500**

- Attend Board chairman's dinner
- Verbal recognition at all meeting sessions and events
- Company logo on all midyear meeting promotional materials
- Company logo/banner displayed throughout the event
- Company logo and link displayed on TSCPA landing page for one full year
- Company logo on 2018/19 TSCPA midyear meeting registration page
- Title sponsorship recognition in *Today's CPA* magazine and *Viewpoint* newsletter
- Four individual event registrations (for TSCPA member clients or prospects)

2018/19 PROFESSIONAL ISSUES UPDATE (PIU) WEBCAST

Title Sponsor **\$2,500 – one webcast**

- Title Sponsor for all three webcasts per year **\$6,000 – all three webcasts**
- Branding of PIU as “brought to you by”
- Company logo displayed at the intro and close
- Company logo on evaluation page or documents
- Company logo and link on electronic promotion of PIU
- Recognition in *Today's CPA* magazine and *Viewpoint* newsletter

ACCOUNTING EDUCATION FOUNDATION

Customizable benefits for donations of \$20,000 or more. Call TSCPA for more details.

PEER ASSISTANCE FOUNDATION

Customizable benefits for donations of \$20,000 or more. Call TSCPA for more details.

CPE CONFERENCES: See prospectus

PUBLICATIONS ADVERTISEMENT: See prospectus

TSCPA ANNUAL PARTNER BENEFITS

TSCPA annual partners additional benefits according to minimum annual investment across all areas.	TSCPA 2020 PARTNER \$50,000	STRATEGIC PARTNER \$35,000	FEATURED PARTNER \$20,000
TSCPA annual partner announcement ✓ Emailed to all members	Exclusive email; Provide content	In e-newsletter Provide content	In e-newsletter
TSCPA website home page display ✓ TSCPA 2020 Partner designation ✓ Strategic Partner designation ✓ Featured Partner designation	Logo with link	Logo with link	Logo only
Today's CPA Magazine ✓ Partnership announcement ✓ Logo in TSCPA annual partner ad	Provide content Full Page Included	Half Page Included	Included
TSCPA email newsletter ✓ Provide educational content ✓ Logo recognition in newsletters	Quarterly All	Semi-annual All	Once All
TSCPA Educational conferences ✓ Exhibit booth space ✓ Podium recognition ✓ Logo recognition in electronic marketing ✓ Signage recognition	Two events All events All events All events	One event Yes Yes Yes	
Professional Issues Update (PIU) webcast ✓ Three webcasts annually ✓ 700-900 average attendance	Recognition at start of each webcast; Logo on slides	Logo on slides	
Exclusive seminar sponsor ✓ Custom seminar ✓ Advertised to your target audience	Two	One	
TSCPA Annual Meetings ✓ Registrations for clients or prospects ✓ Chairman's dinner ✓ Podium recognition ✓ Logo recognition ✓ Exhibit table	Six Attend w/guest All sessions All signs; badge Yes	Four Opening/Close Badge Yes	Two Opening/Close Badge Yes
Digital Focus Groups ✓ Form and support to reach target audience	Ongoing	Semi-annual	

We're happy to work with you to customize a sponsorship package to meet your unique objectives.